



PARAFRUIT EDUCATION, INC

Empowering Future Leaders through Financial Literacy, Entrepreneurship,
Budgeting and Real-World Learning A Registered 501(c)(3) Nonprofit Organization





ABOUT US

Transforming lives for over 13 years.

Parafruit Education Inc. is a nonprofit organization dedicated to transforming student lives through hands-on financial literacy, entrepreneurship, budgeting, Arts, STEAM and real-world learning.

We empower young people to:

- Build student-led businesses
- Create innovative STEAM business solution
- Participate in career-building field trips
- Unlock leadership and life skills
- Build short term and long term saving plans
- Portfolio investing and business operation



[Watch video on YouTube](#)

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ENVISION NEXTGEN DOWNTOWN: CREATE. LAUNCH. LEAD **REAL-WORLD VENTURES IN THE HEART OF THE CITY**

Mission:

To connect students with the dynamic growth of Downtown Miami and Brickell by giving them real-world entrepreneurial experiences, mentorship, and a platform to showcase their creativity, innovation, and leadership.

Program Vision:

- Expose students to real businesses in Downtown and Brickell
- Empower them to create their product, service, or brand through APP/STEAM
- Engage them with community leaders, entrepreneurs, and developers
- Youth Business Board Committee
- Elevate their work through a culminating showcase Youth Expo and Gala in the heart of Downtown/Brickell



MONEY MOVEZ!
COOK OR BE COOKED

**COOK-OFF
COMPETITION**



PARAFRUIT EDUCATION, INC.
FOUNDATION



THE GRANT CARDONE
FOUNDATION

SPONSORS

MAY 28, 2025

TIME: 9:30 AM - 11:00 AM

**LOCATION: THE GRANT CARDONE
FOUNDATION**

**18909 NE 29TH AVE,
AVENTURA, FL 33180**

COHORT 101

BUSINESS OWNERS

1. LINCOLN: HYDRAPLANTER

2. ELISA: ELISA

3. SIENNA: CCC

4. GABE: ARTHOLOGY

5. JASON: PROCASTI-PLAN

6. CHRIS: STEPSPHERE

7. JOSEANNY: HALFSTEP

8. LILY: I FEEL

**9. LAUREN: ZERO WASTE
KITCHEN**

**10. CY: LOVELAND
GARMENTS**

**11. WISKERLYN: EMPOWER
COLOR**



**EMPOWERED MINDS
BUILD WEALTH**

WWW.MONEYMOVEZ.ORG

WWW.PARAFRUITEDUCATION.ORG



OUR FLAGSHIP PROGRAM

Money Movez: Cook or Be Cooked

A financial literacy tool for children 11+ that leverages gamification to make mastering money engaging.

At the heart of our mission is Money Movez: Cook or Be Cooked — a gamified learning system designed to teach students:

- Saving and investing
- Budgeting with purpose
- Entrepreneurial decision-making
- Real-world financial skills
- Project-Base online curriculum

Interactive, fun, and culturally relevant, this program turns financial literacy into a life-changing experience.

MONEY MOVEZ!

COOK OR BE COOKED



How Money Movez Works

- **Start with \$100,000 in Virtual Cash**

Students launch their journey with \$100K in play money to build a business idea, budget, and investment plan from scratch.

- **Hands-On, Real-World Learning**

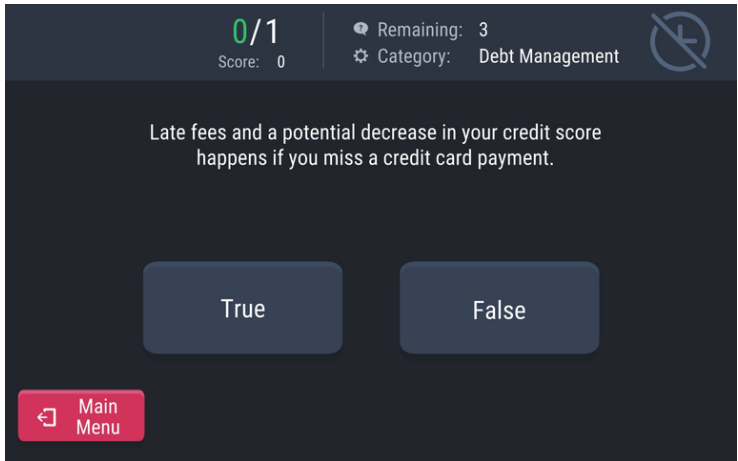
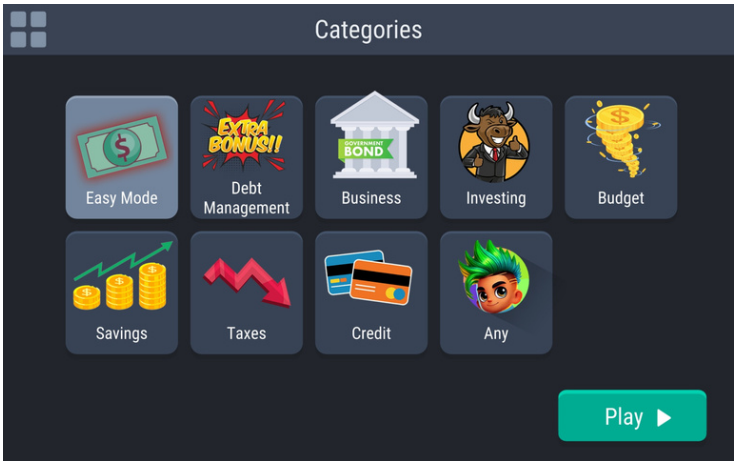
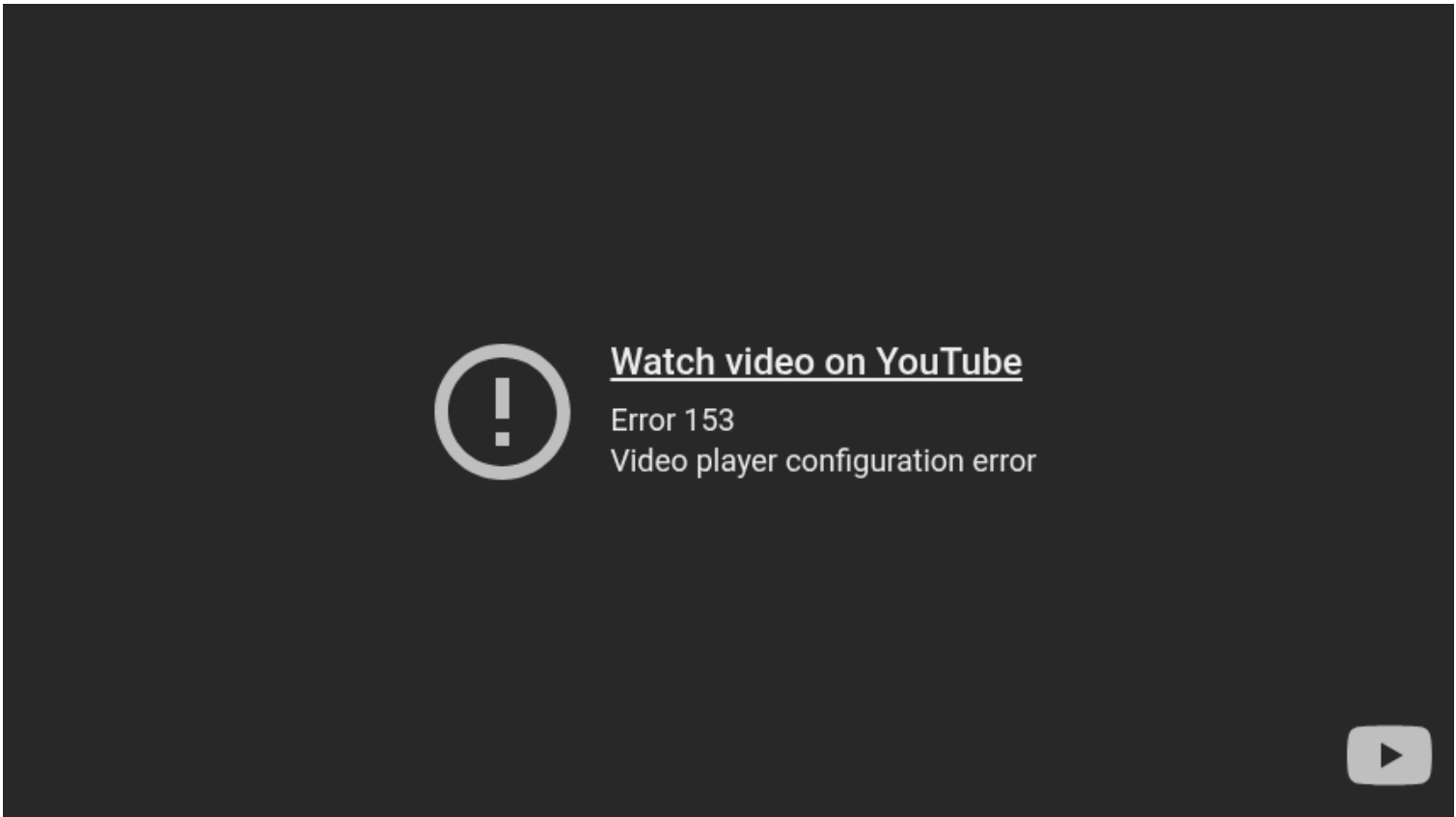
Through engaging curriculum, we cover real-life money topics—from budgeting, taxes and credit to entrepreneurship and investing—building both financial and communication skills.

- **Dynamic Play With A Purpose**

- **Board Game:** Team up, make money moves, and strategize through real-world financial scenarios.
- **App Game:** Fast-paced quiz rounds on finance topics to reinforce lessons through fun and competitive digital play.

- **The Cook-Off Pitch Competition**

Each cohort wraps with a Shark Tank-style pitch event where students present their business ideas to a panel of local leaders in diverse industries, competing for prizes and real-world recognition.



SHARED ON	STUDENTS	PROGRESS
03-02-2025		
03-02-2025	22 / 22 students	



Programs

Summer Program

- **Week 1:** STEAM Program Kickoff & Vision Mapping
- **Week 2-3:** Budgeting and Investments
- **Week 4:** Branding and Pitch Week
- **Week 5:** Downtown Pop-Up Activation
- **Week 6:** Grand Finale & Gala Cook-Off/Showcase
- Includes: Field Trips, Shadowing initiatives, and Mentorship

After School Program

APP and Video Game Creation

- Week 1: STEAM Program Kickoff & Vision Mapping
- Week 2-3: Budgeting and Investments
- Week 4: Branding and Pitch Week
- Week 5: Downtown Pop-Up Activation
- Week 6: Grand Finale & Gala Cook-Off/Showcase

Includes: Guest Speakers and Mentorship

9-Week Program

- Week 1: Financial foundations and goal setting
- Week 2: Discovering passions and strengths
- Week 3: Business basics & personal branding
- Week 4: Problem solution & market research
- Week 5-6: Value proposition and marketing
- Week 7: Budgeting and investment strategies
- Week 8: Pitch week
- Week 9: Grand Finale & Cook-Off/Showcase

Semester Program

STEAM-Driven Business & Social Innovation Program

- Phase 1: Mindset & Foundations (Week 1-4)
- Phase 2: STEAM-powered business building prototype (week 5-10)
- Phase 3: Real-World Activation & Innovation (Week 11-14)
- Phase 4: Pitch, Impact, and Finale (Week 15-18)



Program Sponsorship Opportunities

Sponsorship (up to 25 students)

For \$6,000, bring the Money Movez Program to 25 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Sponsorship (26-50 students)

For \$12,000, bring the Money Movez Program to 26-50 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Sponsorship (51-75 students)

For \$18,000, bring the Money Movez Program to 51-75 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Sponsorship pricing does not include program facilitators



Annual Cook-Off Sponsorship Opportunities

Catering

For \$6,000, bring the Money Movez Program to 25 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Awards & Swag

For \$12,000, bring the Money Movez Program to 26-50 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Marketing & PR

For \$18,000, bring the Money Movez Program to 51-75 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
- Board games + mobile app access for all students
- All materials for hands-on financial and entrepreneurial learning

Transportation

For \$18,000, bring the Money Movez Program to 51-75 students in any school or community setting—turnkey and ready to launch.

Includes:

- Full curriculum tailored to your program length
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- All materials for hands-on financial and entrepreneurial learning



IMPACT IN ACTION

Our Reach So Far:

- **5,000+** students supported across Florida
- **85%** report improved understanding of money
- **200+** student business pitches developed
- Money Movez pilot in over 10 schools in Miami Dade County
- Multiple partnerships with schools, local businesses, and city initiatives
- Social Media: **75% growth** in accounts reached in the last 90 days and 49% follower growth in last 90 days



Why We Need You

Your Contribution Supports:

- Covering college application fees for low-income students
- Mentorship programs for future entrepreneurs
- Tools and resources that build long-term wealth
- Field trips that provide real-world career exposure
- Money Movez Cook-Off Pitch Competitions
- The Annual Parafruit Education Youth Expo and Gala



- ☑ STEM
- ☑ LIFE SKILLS
- ☑ ENTREPRENEURSHIP
- ☑ FINE ARTS/Portfolio DEVELOPMENT
- ☑ PHOTOGRAPHY DESIGN
- ☑ WEB DESIGN / TECHNOLOGY
- ☑ COMIC BOOK / CARTOON
- ☑ INDUSTRY CERTIFICATION CS6

Skills + Creativity = Opportunity **WORKSHOP**



MONEYMOVEZ
COOK OR BE COOKED



PROCLAMATION

The School Board Of Miami-Dade County, Florida

WHEREAS, Parafruit Education's guiding principle is that children deserve a quality education that is built upon a strong foundation in financial literacy and creative technological outlets that connect reading and math with technology; and

WHEREAS, Parafruit Education was established to foster those ideals by administering a summer program headed by CEO and Program Director Ray Parris to align business ideals with technologically-inclined youth; and

WHEREAS, students in Parafruit's summer camp start out with a business idea and through weeks of workshops and activities covering multi-media technology, computer animation and photography, financial statement reporting, and public speaking give thirty second "pitches" on their idea; and

WHEREAS, their plans are judged on how attractive and reliable their revenue projections are, how clear the actual proposals were presented, and the quality of their visual aids. Winners are chosen from a panel of business and community leaders to receive funding for the progression of their proposals; and

WHEREAS, an accomplished artist, teacher and entrepreneur, Program Director Ray Parrish shares his more than 14 years of experience with the students of Miami-Dade County; and

WHEREAS, Parafruit Education is to be commended for broadening the horizons of the students and families of Miami-Dade County Public Schools by allowing them to experience the joy of work and success in the business world;

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida, do hereby approve Resolution No. 12-128 of The School Board of Miami-Dade County, Florida, recognizing Parafruit Education's commitment to education and community service.

A copy of this resolution shall be placed in the permanent records of this Board.

of August, A.D. 2012



Miami-Dade County
Public Schools



Foundation Sponsorship Opportunities

Platinum Sponsor – \$25,000+

- Naming rights at key events
- Logo on all program materials
- VIP speaking opportunity at the Gala
- Dedicated social media and website spotlight
- Highlight Video spotlight
- Table Display and Youth Gala Advertisement
- Promotional giveaway for student
- 10 GALA Youth Tickets

Gold Sponsor – \$10,000+

- Recognition on website and event banners
- Co-branded materials
- Sponsor highlight video
- Table Display and Youth GALA Advertisement
- Highlight Video spotlight
- 6 GALA Youth Tickets

Silver Sponsor – \$5,000+

- Logo placement at events
- Certificate of appreciation
- Highlight Video spotlight
- 4 GALA Youth Tickets

Community Sponsor – \$1,000+

- Social media shoutout
- Recognition in our newsletter
- Highlight Video spotlight
- 2 GALA Youth Tickets

LET'S BUILD THE
FUTURE TOGETHER



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305-343-9306



www.parafruiteeducation.org



Moneymovez.org



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